IN THE CLAIMS:

The text of all pending claims, (including withdrawn claims) is set forth below. Cancelled and not entered claims are indicated with claim number and status only. The claims as listed below show added text with <u>underlining</u> and deleted text with ~~strikethrough~~. The status of each claim is indicated with one of (original), (currently amended), (cancelled), (withdrawn), (new), (previously presented), or (not entered).

Please AMEND the claims according to the following.

1.   (Previously Presented) A digital contents advertisement display computer system using an auction, comprising:

a contents distribution unit;

a computer processor; and

a computer readable medium storing at least one computer program controlling the computer processor to perform operations comprising:

disclosing an outline of digital displayable contents to be distributed through a digital medium to audiences;

allowing the audiences, as sponsors, to bid for becoming an advertisement tenant to be displayed in the disclosed digital displayable contents when displaying the digital displayable contents;

determining a winning sponsor for the advertisement tenant from among the bidding sponsors, according to a highest price bid by a sponsor; and

updating the digital displayable contents to contain the advertisement tenant, according to requests from the winning sponsor, to complete the digital displayable contents and distributing the completed digital displayable contents via the contents distribution unit.

2.   (Previously Presented) A digital contents advertisement display computer system using an auction according to claim 1, wherein the computer processor operations further comprise receiving an input from an audience and allowing the audience to influence a scenario process of the digital displayable contents.

3.   (Previously Presented) A digital contents advertisement display computer system using an auction according to claim 1, wherein, in a case where an advertisement tenant is not

determined in the determining of the winning sponsor, the digital displayable contents is distributed using a default advertisement tenant in the digital displayable contents.

4.   (Previously Presented) A digital contents advertisement display system using an auction according to claim 2, wherein, in a case where an advertisement tenant is not determined in the determining of the winning sponsor, the digital displayable contents is distributed using a default advertisement tenant in the digital displayable contents.

5.   (Previously Presented) A digital contents advertisement display computer system using an auction according to claim 1, wherein the computer processor operations further comprise controlling behavior of a character displayed on a screen in accordance with a bidding price by a sponsor,
    wherein the character behaves so that the audience pays more attention to the advertisement tenant for which the bidding price is higher.

6.   (Previously Presented) A digital contents advertisement display computer system using an auction according to claim 2, wherein the computer processor operations further comprise controlling behavior of a character displayed on a screen in accordance with a bidding price by a sponsor,
    wherein the character behaves so that the audience pays more attention to the advertisement tenant for which the bidding price is higher.

7.   (Previously Presented) A digital contents advertisement display computer system using an auction according to claim 5, wherein the computer processor operations further comprise:
    recording an access log with respect to the character, and
    calculating a degree of attention to the advertisement tenant based on the access log recording,
    wherein advertising effects can be measured based on the calculated degree of attention to the advertisement tenant.

8.   (Previously Presented) A digital contents advertisement display computer system using an auction according to claim 6, wherein the computer processor operations further

comprise:

recording an access log with respect to the character, and

calculating a degree of attention to the advertisement tenant based on the access log recording,

wherein advertising effects can be measured based on the calculated degree of attention to the advertisement tenant.

9.   (Previously Presented) A digital contents advertisement display computer system using an auction according to claim 1, wherein the computer processor operations further comprise changing a display of the advertisement tenant so that a degree of attention to the advertisement tenant in the contents is changed in accordance with a bidding price.

10.   (Previously Presented) A digital contents advertisement display computer system using an auction according to claim 2, wherein the computer processor operations further comprise changing a display of the advertisement tenant so that a degree of attention to the advertisement tenant in the contents is changed in accordance with a bidding price.

11.   (Previously Presented) A digital contents advertisement display computer system using an auction according to claim 9, wherein the degree of attention to the advertisement tenant is changed by using a displayed character on a screen.

12.   (Previously Presented) A digital contents advertisement display computer system using an auction according to claim 10, wherein the degree of attention to the advertisement tenant is changed by using a displayed character on a screen.

13.   (currently amended) A digital contents advertisement display computer system using an auction according to claim 1, wherein ~~the computer processor operations further comprise auctioning again~~ if the digital displayable contents are redistributed, the advertisement tenant is auctioned again to the advertisement sponsors~~of the digital displayable contents, if the digital displayable contents are redistributed~~.

14.   (Previously Presented) A digital contents advertisement display computer system using an auction according to claim 2, wherein if the digital displayable contents are

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redistributed, the advertisement tenant is auctioned again to the advertisement sponsors.

15. (Previously Presented) A computer-readable recording medium storing a program to be executed by a computer, for realizing a digital contents advertisement display system using an auction, the program controlling the computer to perform operations comprising:

disclosing an outline of digital displayable contents to be distributed through a digital medium to audiences;

allowing the audiences, as sponsors, to bid for becoming an advertisement tenant to be displayed in the disclosed digital displayable contents when displaying the digital displayable contents;

determining a winning sponsor for the advertisement tenant from among bidding sponsors, according to a highest bid price by a sponsor;

updating the digital displayable contents to contain the advertisement tenant, according to requests from the winning sponsor, to complete the digital displayable contents; and

distributing the completed digital displayable contents.

16. (withdrawn) A method of advertising in a digital content using an auction, comprising:

disclosing an outline of digital displayable contents to be distributed through a digital medium to audiences as sponsors;

allowing the sponsors to bid for becoming an advertisement tenant to be displayed in the disclosed digital displayable contents when displaying the digital contents;

determining a winning sponsor for the advertisement tenant from among bidding sponsors, according to a highest bid price by a sponsor;

updating the digital displayable contents to contain the advertisement tenant, according to requests from the winning sponsor, to complete the digital displayable contents; and

distributing the completed digital displayable contents.

17. (withdrawn) The method according to claim 16, wherein the digital displayable contents comprises a displayable character and the method further comprises:

statistically analyzing behavior of the displayable character and an access frequency to the advertisement tenant when displaying the digital contents, the statistical analyzing based

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upon one or more of, when the digital displayable content is bidirectional, an access time with respect to the character in the bidirectional digital displayable contents, or positional closeness of the displayable character to the advertisement tenant in the digital displayable contents.